

# *Ya-Ta-Hay*

## *Welcome to*

# GALLUP



Navajo  
Country

Zuni  
Pueblo

Route  
of  
Coronado

Inter  
Tribal  
Ceremonial



## ZUNI

Many chapters of the bloody history of conquest were written in the beautiful Zuni-Cibola country where stands the surviving pueblo of the Zuni Indians — largest of the United States. Today's visitors are more welcome than were the Conquistadores and anyone fortunate enough to visit here during a Zuni ceremonial is invited to witness some of the most ancient of tribal dances.

### Old Spanish Church ►

## ROUTE OF THE C



## AMERICA'S TRIBUTE TO

The Inter-tribal Indian Ceremonial has devoted its efforts to the preservation of Indian cultures, arts, and crafts since its founding in 1922. Annually, starting the second Thursday in August, more than 20 tribes and thousands of visitors converge on Gallup to witness and to participate in this world-renowned event. It is rightly called "America's Tribute to the American Indian."

The dance program seen by visitors is performed with all the dignity



# NAVAJOLAND

North and west of Gallup lies the largest Indian Reservation in the United States. Visitors are welcome to visit this scenic and historic land where dwell more than 90,000 Navajos. Numerous parks and camping areas are set aside for the convenience of the visitor to Navajoland, USA.

## ◀ Window Rock

Navajo  
Country

# UEBLO



Zuni  
Pueblo

# ONQUISTADORES

Two years before the founding of Jamestown and 15 years before the Pilgrims landed at Plymouth Rock, Don Juan de Onate carved the first of many inscriptions on a gigantic autograph album — Inscription Rock. Much of this history of the exploration and settling of the West is recorded here in terse notations: "Passed by here ..." conquistadores, cavalry troops, wagon trains, traders and settlers. There is much to see in the Zuni-Cibola Country — ancient ruins, pueblos, caves of perpetual ice, volcanic remains and rare scenic beauty.

## ◆ Inscription Rock

Route  
of  
Coronado

# THE AMERICAN INDIAN

and pageantry prescribed by tribal custom, staying within the bounds of respect for the religious beliefs and ceremonies of our First Americans. The participants themselves choose the dances which they perform. An exhibit hall is established to display the best works of Indian silversmiths, stone-setters, weavers, potters, basketmakers, artists, etc. Afternoons are devoted to rodeos and traditional Indian games. Specific information may be obtained by writing: Inter-tribal Indian Ceremonial Association, POB 1029, Gallup, NM 87301.

Inter  
Tribal  
Ceremonial







## Eight National Park Service

These eight nationally proclaimed areas intermingle with countless of 125 miles. Visit them and ask about others. Appreciate our scenic

**CHACO CANYON NM** - (100 miles northeast) Prehistoric pueblo ruins. CG

**ACOMA, SKY CITY** - (98 miles east) One of the oldest continually occupied towns in the U.S. LMG

**CANYON de CHELLY NM** - (98 miles northwest) Deep canyons of red sandstone and ancient cliff dwellings. LCMG

**HOPI VILLAGES** - (120 miles northwest) Ancient villages built atop high mesas. MG

**AZTEC RUINS NM** - (139 miles north) Extensive ruins occupied during 12th century. LCMG

**MESA VERDE NP** (165 miles north) Spectacular scenery and prehistoric ruins. LCMG

**MONUMENT VALLEY** - (245 miles northwest) Monolithic rock formations of unusual beauty. LCMG

**KIT CARSON CAVE** - (8 miles east) Historic cave from which Kit Carson fought the Navajo Indians.

**MANUELITO AREA** - (20 miles west) Scenic panorama of sandstone cliffs and prehistoric ruins. LM

**WINDOW ROCK** - (25 miles northwest) Navajo administrative center and agency. LCMG

**RED BUTTES** (4 miles east) Picturesque red sandstone buttes which have served as background for many motion pictures.

**ZUNI PUEBLO** - (41 miles south) An original Cibola city of Spanish conquest days. MCG

**BLUE WATER LAKE SP** - (45 miles east) New Mexico's finest trout lake. LCM

**FREE SLIDE PROGRAM** - "A Visit to the Indian Country" shown Museum of Indian Arts and Crafts, Chamber of Commerce Bldg., 1



## Areas Within 125 Miles

other areas of scenic and historical importance ... all within a radius of 125 miles ... a true desert wonderland!

**HUBBELL TRADING POST NHS** - (55 miles northwest) Old-time trading post and art center. LCMG

**EL MORROW NM** - (63 miles southeast) Famed Inscription Rock. CG

**PAINTED DESERT** - (73 miles west) Beautiful colored sands and rock formations. MG

**PETRIFIED FOREST NP** - (90 miles west) Spectacular display of petrified woods. MG

**PERPETUAL ICE CAVES** (75 miles southwest) Lava beds, ice caves. LCMG

**SHIPROCK** - (93 miles north) Unusual rock formation. Oil and uranium area. LM

**HOVENWEEP NM** - (160 miles north) Best known prehistoric architecture in square, round, oval and D-shaped towers. CG

**CODE:** L-Lodging; M-Meals; C-Camping; G-Guides; NP-Nat'l Park; NM-Nat'l Monument; SP-State Park; NHS-National Historical Site

### CAMPING INFORMATION

Lovers of the outdoors find excellent camping accommodations in the area. McGaffey Recreational Area of Cibola National Forest, 20 miles southeast of Gallup, has complete accommodations. Camping is permitted almost anywhere on the Navajo Reservations. Camping areas are provided on the Zuni Reservations and at national parks and monuments. Bring your sleeping bags - you'll love it, sleeping under our clear, star lit skies.

Open nightly, except Saturday and Sunday, June through August, at the 103 West 66 Ave.

# STATISTICS

**POPULATION** (estimated): Gallup, 21,000; McKinley County, 49,500; trade area, 95,000.

**ELEVATION:** 6,515 feet

**CLIMATE:** Low humidity; summer-warm days, cool evenings; fall-warm days, crisp nights; spring-cool; winter-sunny and cold. Sun shines nearly every day - winter or summer.

**TRANSPORTATION:** Frontier Air Lines, Santa Fe Railroad, Greyhound and Continental Trailways bus lines, numerous motor freight carriers.

**CHURCHES:** Twenty-nine congregations representing twenty denominations.

**MUSEUMS:** Museum of Indian Arts and Crafts, 103 W. 66 Ave.; Woodard's, 224 W. Coal Ave.; Gallup Public Library, 115 W. Hill.

**SCHOOLS:** City-County public, parochial, and private schools provide excellent facilities with total enrollment of approximately 13,500 students. Two-year branch of the University of New Mexico provides pre-professional and nurses training courses.



## Indian Trading Center

Gallup is the historic trading center for Navajo and Zuni Indian tribes as well as a major market for Hopi and Acoma craft works. Traders invite you to browse their stores and ask questions. Nowhere will you find such a concentration of genuine handmade Indian goods - Navajo rugs and jewelry; Zuni jewelry and pottery; Acoma pottery; Hopi baskets, etc.



# CONVENTION FACILITIES

Gallup offers modern facilities where the influence and atmosphere of Indian Country have not been lost. It is truly a "different" place to hold your next convention.

Fine motels offer accommodations in every price range. Swimming pools, television, kitchenettes, room service, all add to your enjoyment. Gallup boasts of many fine restaurants.

This time ... next time ... convention in Gallup.



## Sports

The sports minded Indian country is the setting for many sporting activities. Gallup is the site of the Lions Club sponsored Amateur Rodeo in mid-June; The Navajo Tribe holds two basketball tournaments annually - the Navajo Invitational and the All-Indian World Championships; the Inter-tribal Indian Ceremonial would be incomplete without its traditional Indian sports and rodeos; and in wintertime, the McGaffey area is ideal for ice skating, sledding, and snowmobiling. Add fishing, hunting, and the usual high school and university sports programs and you have a full calendar for the sports enthusiast.

## MAJOR ANNUAL EVENTS

### INDIAN CAPITAL RODEO

Usually Mid-June ..... Gallup, N.M.

### INTERTRIBAL INDIAN CEREMONIAL

Begins Second Thursday in August ..... Gallup, N.M.

### WOMEN'S NATIONAL AAU BASKETBALL CHAMPIONSHIP

Late March ..... Gallup, N.M.

### ZUNI TRIBAL FAIR

Third week in August ..... Zuni Pueblo

### BI-COUNTY URANIUM CAPITAL FAIR

Labor Day Weekend ..... Prewitt, N.M.

### NAVAJO TRIBAL FAIR

Usually Thursday after Labor Day .... Window Rock, Ariz.

### ZUNI SHALAKO

Early December ..... Zuni Pueblo

(NOTE: Because dates for many events are not scheduled far in advance, it is suggested that inquiry be made by mail or locally at the Chamber of Commerce upon arrival in Gallup. Address is on back page.)

# *You'll Like The Indian Country*

Stand tall, mister, you're in big country ... where there is room for tallness. Breathe deeply, friend, the air is good ... it has nourished the earliest civilizations of the western world. Walk proudly, amigo, you are following the footsteps of greatness ... of the Spanish Conquistadores, of proud Indian warriors, of frontier cavalymen and sturdy pioneers.

Bring along your camera. Your lens can capture the beauty of the Red Rocks of Gallup — landmarks for westward bound wagon trains ... of El Morro, the famous Inscription Rock ... of the Zuni Pueblo, sole surviving of the Seven Golden Cities of Cibola ... of Canyon de Chelly, site of the last stand of the Navajo against Kit Carson's troops and shelter for cliff-dwelling Indians of an even earlier age ... of Chaco Canyon, most extensive Indian ruins of the United States ... of stately Ponderosa Pines and wind-twisted pinon ... of Zuni silversmiths and Navajo weavers ... of awesome canyons and wind-sculptured peaks ... of Hopi mesas and Sacred Mountain of the Zuni ... nature carved spires of Monument Valley.

Linger awhile. Drink of the bigness, the stillness, the greatness of an America yet unspoiled. Take home with you the unhurried pace of ... the Indian Country.

## TOURING HINTS ...

1. SCARE REPAIRS. Have at least two reputable dealers recommend repairs or replacement parts before buying, i.e., generators, tires, water pumps, batteries, etc.
2. EIGHT HOURS is a full work day. Driving is work. To drive longer reduces your reflex efficiency rapidly.
3. HIGHER ALTITUDES affect both you and your car. Both become sluggish. Expect it and reduce your speeds accordingly. Slow down ... see our country.
4. STOP FREQUENTLY. Long stretches of straight road causes sluggishness, loss of efficient driving, and road hypnosis.
5. DRIVE DEFENSIVELY. Watch the other driver. There is little pleasure in being DEAD right!

GET BACK HOME SAFELY

**Prepared by:**

**GALLUP-McKINLEY COUNTY CHAMBER OF COMMERCE**  
103 West 66 Ave. — P.O. Box 1395  
GALLUP, NEW MEXICO 87301  
Photos by G. Hight Studios, Gallup